



Healthy Swimming

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Environmental Health
Services (EHS)



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Recreational Water Illness Prevention Week May 22-29, 2006

Health Promotion Tool Kit

Suggestions for state and local programs to engage the following partners:

1. Media

- a. Provide a release to media outlets (See attached sample entitled “sample release, RWI week.doc” or visit <http://www.cdc.gov/healthyswimming/tools.htm>)
- b. Invite media to “shadow” an environmental health specialist on a pool visit highlighting how your health department protects the public’s health.
- c. Once a media outlet is engaged, suggested information to share and include:
 - Interview preparation guide for RWIs
 - Details on aquatic staff training <http://www.cdc.gov/healthyswimming/poolstaff.htm>
 - Information on recent outbreaks, including preventive measures <http://www.cdc.gov/healthyswimming/mmwr.htm>

2. Community Leaders

- a. Create fact sheets detailing specifics about local & state RWI Prevention programs for community leaders (Program administrators, Boards of Health, Elected Officials)
- b. Provide suggested resolutions related to RWI Prevention Week for use by area decision makers

3. Aquatic Facility Operators

- a. Announce Recreational Water Illness Prevention Week, May 22-29, 2006 and encourage operators to adopt and promote this observance
- b. Distribute RWI prevention tips and provide Healthy Swimming posters and brochures:
<http://www.cdc.gov/healthyswimming/twelvesteps.htm>
<http://www.cdc.gov/healthyswimming/brochure.htm>
<http://www.cdc.gov/healthyswimming/posters.htm>
- c. Schedule operator trainings
http://www.cdc.gov/healthyswimming/fecal_response.htm
<http://www.cdc.gov/healthyswimming/poolstaff.htm>
<http://www.cdc.gov/healthyswimming/faq/operators.htm>

4. Swimmers, Parents and Other Pool Users

- a. Provide general prevention information through brochures and fact sheets:
http://www.cdc.gov/healthyswimming/general_pub.htm
<http://www.cdc.gov/healthyswimming/faq/swimmers.htm>

5. Medical/Professionals

- a. Provide healthcare providers education materials: http://www.cdc.gov/healthyswimming/pdf/Safe_Swimming.pdf
- b. Reprint MMWR articles http://www.cdc.gov/healthyswimming/rwi_pub.htm
- c. Engage your local chapter of the American Academy of Pediatrics (AAP) or other pediatric organization to assist reaching healthcare professionals

6. Agency Website

- a. Create a RWI page on your agency’s website if one does not already exist
- b. Announce Recreational Water Illness Prevention Week, May 22-29, 2006
- c. Include link to CDC’s Healthy Swimming <http://www.cdc.gov/healthyswimming/index.htm>

Please report your Recreational Water Illness Prevention Week activities, including clippings, photos, and links, to: ehsb@cdc.gov